

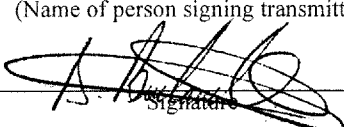
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants : Tomoko Terakado, et al.  
Serial No. : 09/844,354  
For : INFORMATION PROVIDING APPARATUS AND METHOD,  
DISPLAY CONTROLLING APPARATUS AND METHOD,  
INFORMATION PROVIDING SYSTEM, AS WELL AS  
TRANSMISSION MEDIUM  
Filed : April 27, 2001  
Examiner : Brown, Rueben M.  
Art Unit : 2424  
Confirmation No. : 3992

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**ELECTRONIC FILING CERTIFICATE**

I hereby certify that this correspondence is being transmitted  
via Electronic Filing Services on March 18, 2011

DeAndre Breeland  
(Name of person signing transmittal)  
  
March 18, 2011  
Date of Signature

**RESPONSE UNDER 37 C.F.R. §1.111**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Non-Final Office Action dated January 5, 2011, having a  
three-month shortened statutory period for reply set to expire on April 5, 2011, please amend the

above-identified application as follows.

**Amendment of Claims** are reflected in Listing of Claims which begins on page 3 of this paper.

**Remarks/Arguments** begin on page 22 of this paper.

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